We Claim:

1.   A gaming apparatus comprising:

a wager receipt mechanism;

a player interface including a display device;

a payout device; and

a processor coupled to the wager receipt mechanism and to the player interface and to the payout device and operating under stored program control,

the stored program control operable for displaying an array of first indicia respectively masking second indicia on the display, the first indicia being player-selectable for revealing the associated second indicia in an attempt to reveal at least one matching group of second indicia, the stored program control operable to select a pay value, from a plurality of possible pay values, and associate the selected pay value with at least one of the second indicia from the at least one matching group of second indicia.

2.   The apparatus of claim 1, wherein the selected pay value is displayed on the display as the player selects at least one of the selectable first indicia.

3.   The apparatus of claim 1, wherein the stored program control is operable to select first and second pay values, from a plurality of possible pay values, and associate the selected first pay value with at least one of the second indicia from a first matching group of second indicia and associate the selected second pay value with at least one of the second indicia from a

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second matching group of second indicia.

4.   The apparatus of claim 3, wherein the first matching group of second indicia is a matching pair of second indicia.

5.￼   The apparatus of claim 4, wherein the matching pair of second indicia comprises two second indicia that have shared commonalities.

6.   The apparatus of claim 4, wherein the matching pair of second indicia comprises two second indicia that are substantially identical.

7.   The apparatus of claim 1, wherein at least one of the associated second indicia is a multiplier indicia, wherein the selected pay value is multiplied by a number associated with the multiplier indicia if the multiplier indicia is revealed.

8.   The apparatus of claim 7, wherein the number associated with the multiplier indicia is a positive number.

9.   The apparatus of claim 1, wherein at least one of the associated second indicia is a stopper indicia and the end of a game round is signaled when the stopper indicia is revealed.

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10.   The apparatus of claim 9, wherein, after the stopper indicia is revealed, the game round ends upon revealing at least one additional second indicia in a matching group of revealed second indicia.

11.   The apparatus of claim 9, wherein, after the stopper indicia is revealed, the game round ends upon revealing a last second indicia in a matching group of revealed second indicia.

12.   The apparatus of claim 7, wherein at least one of the associated second indicia is a stopper indicia, wherein the end of a game round is signaled when the stopper indicia is revealed.

13.   A gaming method comprising:

presenting to a player a set of a plurality of masked indicia;

providing for player selection of and revealing of the indicia in an attempt to reveal at least one group of matching indicia;

selecting a first pay value, from a plurality of possible pay values, wherein the first selected pay value is associated with a first group of matching indicia in one of the ways selected from the group consisting of (a) the first selected pay value associated with at least one, but not all, of the indicia from the first group of matching indicia and (b) the first selected pay value associated with collectively all of the indicia from the first group of matching indicia; and

paying the player revealing the first group of matching indicia a multiple of the first selected pay value.

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14. The method of claim 13, further comprising:

selecting a second pay value from the plurality of possible pay values;

associating the second selected pay value with at least one of the indicia from a second group of matching indicia; and

paying the player revealing the first and second groups of matching indicia an amount equal to the sum of a multiple of the first selected pay value and a multiple of the second selected pay value.

15. The method of claim 13, further comprising:

providing at least one masked indicia in the form of a multiplier indicia; and

paying the player revealing at least one multiplier indicia, and the first group of matching indicia, an amount equal to the first selected pay value multiplied by a number associated with the revealed multiplier indicia.

16. The method of claim 15, further comprising providing at least one masked indicia in the form of a stopper indicia and signaling the end of a game round when the stopper indicia is revealed.

17. The method of claim 16, further comprising displaying the first and second selected pay values during player selection of at least one masked indicia.

18. The apparatus of claim 1, wherein the stored program control is operable for displaying a recognizable indication of at least one of the second indicia in a matching group of second indicia.

19. The apparatus of claim 17, wherein the stored program control is operable for displaying recognizable indications of each of the second indicia in a matching group of second indicia.

20. The apparatus of claim 19, wherein each recognizable indication is an outline of a second indicia in the group of matching second indicia.

21. The apparatus of claim 20, wherein the stored program control is operable for displaying the second indica associated with the player selected first indicia in place of, or within, the outline of the second indicia.

22. The method of claim 14, whereis the multiple is one.

23. The gaming apparatus of claim 1, wherein the stored program control is operable to award a first prize for revealing two matching second indicia and a subsequent prize for revealing a subsequent second indicia matching the two revealed matching second indicia.

24. The apparatus of claim 1, wherein the stored program control is operable to select

a first pay value from a first group of possible pay values and a second pay value from a second group of possible pay values, associate the selected first pay value with at least one of the second indicia from a first matching group of second indicia and associate the selected second pay value with at least one of the second indicia from a second matching group of second indicia, the first group of possible pay values including at least one possible pay value greater than each of the possible pay values in the second group of possible pay values.